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*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

|  |   |                             |                                      |                                    |                                      |  |                                      |   |
|--|---|-----------------------------|--------------------------------------|------------------------------------|--------------------------------------|--|--------------------------------------|---|
| 1. Name and address of registrant<br>Development Counsellors Intl.<br>461 Park Avenue South<br>New York, NY 10016  |   | 2. Registration No.<br>4777 |                                      |                                    |                                      |  |                                      |   |
| 3. Name of foreign principal<br>Singita Private Game Reserve   | 4. Principal address of foreign principal<br>53 Autumn Rd.<br>Rivonia 2128<br>Sandton, South Africa |                             |                                      |                                    |                                      |  |                                      |   |
| 5. Indicate whether your foreign principal is one of the following type:<br><br><input type="checkbox"/> Foreign government<br><br><input type="checkbox"/> Foreign political party<br><br><input type="checkbox"/> Foreign or <input type="checkbox"/> domestic organization: If either, check one of the following:<br><table border="0"><tr><td><input type="checkbox"/> Partnership</td><td><input type="checkbox"/> Committee</td></tr><tr><td><input type="checkbox"/> Corporation</td><td><input type="checkbox"/> Voluntary group</td></tr><tr><td><input type="checkbox"/> Association</td><td><input checked="" type="checkbox"/> Other (specify) <u>Resort</u></td></tr></table><br><input type="checkbox"/> Individual—State his nationality _____ |   |                             | <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee | <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group | <input type="checkbox"/> Association | <input checked="" type="checkbox"/> Other (specify) <u>Resort</u> |
| <input type="checkbox"/> Partnership   | <input type="checkbox"/> Committee  |                             |                                      |                                    |                                      |  |                                      |   |
| <input type="checkbox"/> Corporation   | <input type="checkbox"/> Voluntary group  |                             |                                      |                                    |                                      |  |                                      |   |
| <input type="checkbox"/> Association   | <input checked="" type="checkbox"/> Other (specify) <u>Resort</u>                                   |                             |                                      |                                    |                                      |  |                                      |   |

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6. If the foreign principal is a foreign government, state:
- a) Branch or agency represented by the registrant.
  - b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:
- a) Principal address
  - b) Name and title of official with whom registrant deals.
  - c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

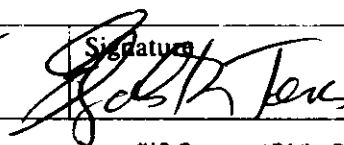
10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A

Name and Title Controller

Elizabeth Torres

Signature



INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

| Name of Registrant            | Name of Foreign Principal |
|-------------------------------|---------------------------|
| Development Counsellors Intl. | Singita                   |

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

- Describe fully the nature and method of performance of the above indicated agreement or understanding.


Public relations activities to spread the news about the new developments at Singita Ebony and Boulders, and the opening of Singita Lebombo.

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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
Yes ☐ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

| Date of Exhibit B | Name and Title                 | Signature   |
|-------------------|--------------------------------|---|
|                   | Elizabeth Torres<br>Controller |  |

<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



**Development Counsellors International** 461 Park Avenue South, New York, NY 10016  
Phone (212) 725-0707 Fax: (212) 213-3827 E-mail pbendel@dc-intl.com/Website: www.aboutdci.com

November 1, 2002

Mr. Lew Rood  
Sales and Marketing Manager  
Singita Private Game Reserve  
53 Autumn Road  
Rivonia 2128  
Sandton, South Africa

**RE: Revised Proposal and Letter of Agreement for Public Relations Services**

Dear Lew:

The following proposal and letter of agreement is revised per your e-mail of this week.

As promised, following is a brief proposal for public relations activities to spread the news about the new developments at Singita Ebony and Boulders, and the opening of Singita Lebombo later this year.

The hospitality and luxury that Singita offers for a select few fortunate travelers represents one of the world's most magical experiences, and we have crafted a carefully-targeted program that we are confident will bring you the results you desire, at an affordable budget.

**I. Strategy**

Target a select group of upscale print and on-line media to raise awareness of, and interest in, visiting Singita and Lebombo. Among those targets would be such outlets as Departures, Architectural Digest, Forbes FYI, Stratos (for owners of private aircraft), Town & Country, Forbes.com, Food and Wine, Saveur, etc. DCI will compile a recommended target list for your comments and approval.

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We will prepare a list of recommended media for your approval, pitch them individually, and then work with Ken Hermer to complete their travel arrangements.

**GOAL:** Schedule individual or small group visits by 3-5 top media outlets in April-May 2003

#### **IV. The DCI Team for Singita**

We've hand-picked a team of our top tourism experts to work with you and your team: Singita deserves the best, and that's what we've chosen for you.

Headed by Senior Vice President Peggy Bendel and complemented by Senior Account Supervisor Christine Hinz and Account Executive Neilia Stephens, the team brings more than 45 years' experience in representing some of the world's top tourism entities, from destinations including South Africa, Aruba, Sweden and Scotland to private sector entities such as Lake Austin Resort and Spa; Renaissance Cruises and Sofitel Hotels.

Complete biographies of all three are attached, for your information.

The three key players will be backed by DCI's comprehensive Internet capabilities, administrative team and finance office.

#### **IV. Budget**

Based on an October 1, 2002 start date, and with much to accomplish quickly, DCI's professional service fee would be \$US 3,000 for January, February and March 2003, dropping to \$US 2,000/month for succeeding months. This fee will include all staff time for pitching; writing/distributing press releases and press kits; coordinating itinerary planning, and escorting Mr. Hermer to media appointments in New York.

Total professional fees for the period January 1-March 31, 2003, therefore, will be \$US 9,000 and \$US 18,000 for the period April 1-December 31, 2003, or a total of \$US 27,000 for the 12-month period through December 31, 2003.

Routine out-of-pocket expenses (phone, postage, courier/messenger service) are expected to run approximately \$350/month. Expenses for journalist entertainment, and travel from North America to Singita will be estimated in advance for your approval. All out-of-pocket expenses are billed at cost with no mark-up, backed up by receipts.

## II. Tactics

### **1. Bringing Singita to the Media**

The personalized experience Singita offers its guests would be brought to the North American consumer and travel trade media with similar flair and hospitality, through one-to-one meetings and well-crafted press mailings

In such key cities as New York, Los Angeles and San Francisco (possibly Washington, DC, and/or Boston as well), we would schedule a series of one-on-one/small group meetings, either deskside or over a meal or cocktails at an elegant restaurant. They would be scheduled to coordinate with the travel schedule of your North American representative Ken Hermer, and would be designed. A DCI staff member would accompany Mr. Hermer to all visits in NY.

To supplement those meetings, and to reach other key media, we would write and distribute a series of three press releases to the travel editors of the Top 100 newspapers, key consumer and travel trade magazines, and online media, and select freelance writers.

These releases would be re-writes of material prepared by your new Cape Town-based PR representative, and ideally would offer jpeg images of the properties.

- ☐ Lebombo opening
- ☐ Singita updating
- ☐ To be determined!

DCI will also represent Singita at the Annual Convention of the Society of American Travel Writers in late October; the 2003 SATW Convention will be held in South Africa, so this visibility for Singita will be most timely!

#### GOALS:

- ☐ Schedule three media missions (NY, LA and SFO), involving a total of 20-25 journalists
- ☐ Write/distribute three press releases to key North American media

### **2. Bringing the Media to Singita**

There is no substitute for experiencing Singita: and so we propose inviting a number of carefully-selected journalists to visit Singita and Lebombo in early January, either as individuals or a small group.

4/

Fees are billed on the first of the month, in advance; expenses on the 15<sup>th</sup> of the following month. All invoices are payable upon presentation.

*Please note this agreement may be canceled by either party upon 30 days' notice.*

**V. Timeline/Next Steps**

As discussed during our meeting in New York, the opening of Lebombo and completion of the improvements at Singita Ebony and Boulders are upon us, so time is of the essence.

We have, therefore, written this proposal as a Letter of Agreement, which will take effect as of January 1, 2003: simply sign below where indicated, and fax to the attention of Peggy Bendel at 212/213-38271

Lew, we are so delighted the Directors have selected us to represent Singita, and enjoy the pleasure of working with you and your team to handle the public relations for one of the world's most exciting properties.

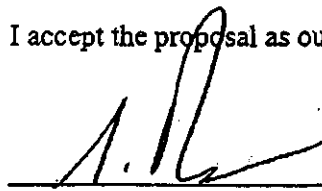
Please call (212/725-0707, x 109) or e-mail ([pbendel@dc-intl.com](mailto:pbendel@dc-intl.com)) Peggy Bendel with any questions you may have. We look forward to hearing from you!

Cordially,

Peggy R. Bendel  
Senior Vice President

Christine Hinz  
Senior Account Supervisor

I accept the proposal as outlined above.



Signature/Title

SALES + MARKETING MANAGER

7 NOVEMBER 2002

Date

